Global Obesity Summit,

Madrid 26-29 October 2026

SIX ACTIONS to protect breastfeeding, young child feeding and child health

1. **Adopt effective Transparency and Conflict of interest safeguards.** Taking care over terminology and power imbalances. *'Partnerships'* by definition are arrangements for *'shared governance'* to achieve *'shared goals'* so are inappropriate for for-profit entities. The partnership model opens the door for undue influence of governance, and promotes self-regulation rather than the adoption of regulations, international codes, conventions and treaties. [1]

2. **Update national legislation** in line with WHA recommendations including WHA 78.18 on digital marketing **to prevent** harmful marketing of products for babies. Scientific evidence and WHO recommendations indicate that breastfeeding is one of the most important cost-effective strategies for reducing the risk of obesity in childhood, adolescence and adulthood.

3. **Tackle the complex and broken food system** with independent and transparent oversight of food business operators, whistle-blower protection and sanctions for companies who delay recalls, withhold information and mislead consumers

4. **Global trade of Ultra Processed Products.** Send health delegates to Codex meetings to prevent commercial interests being prioritised over public and planetary health. Codex must harmonise texts with WHA recommendations and **ONE HEALTH**.

5. **WHO Beyond 2030:** Continue working on the *Commercial Determinants of Health*, finding space for Member States to report back and improve policies that prevent Predatory and fraudulent marketing of Ultra Processed Products.

6. **Ensure strong national** Emergency Preparedness Plans that EXLUDE any weakening of labelling for foods for mothers, infants and young children

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[1] WHO's 2024 Guidance for Member States on interaction with the private sector calls for "… transparent and informed decision-making processes … proper due diligence and to identify and manage risks enhance their decision-making capacity and unlock untapped opportunities while safeguarding public health from risks, including undue influence and conflicts of interest …measures to identify, avoid and manage or mitigate conflicts of interest and prevent the interference of private sector entities in public health policy development…